



Both Samsung Electronics, the Korean telecommunications, computing and TV giant, and York University, a leading British university, publish a good deal about their strategies.

Samsung Electronics

At Samsung, we follow a simple business philosophy: to devote our talent and technology to creating superior products and services that contribute to a better global society.

Every day, our people bring this philosophy to life. Our leaders search for the brightest talent from around the world, and give them the resources they need to be the best at what they do. The result is that all of our products – from memory chips that help businesses store vital knowledge to mobile phones that connect people across continents – have the power to enrich lives. And that's what making a better global society is all about.

According to Samsung's new motto it intends to give the world inspiration to create the future of electronics. This new vision reflects Samsung Electronics' commitment to inspiring its communities by leveraging Samsung's three key strengths: 'New Technology', 'Innovative Products', and 'Creative Solutions'. As part of this vision, Samsung has mapped out a specific plan of reaching \$400 billion in revenue and becoming one of the world's top five brands by 2020. To this end, Samsung has also established three strategic approaches in its management: 'Creativity', 'Partnership', and 'Talent'.

As we build on our previous accomplishments, we look forward to exploring new territories, including health, medicine, and biotechnology. Samsung is committed to being a creative leader in new markets, becoming No. 1 business in the Global IT industry and in the Global top 5.

York University Strategy 2014–2020

York is a University with strong values. In all our activities, we are unconditionally committed to excellence, as measured by the highest national and international standards. We see ourselves as operating in a global environment, with important local and national responsibilities and aim to be among the best universities in the world. We encourage creativity, independence, enterprise and initiative. We support academic freedom and autonomy and we promote open academic debate and discussion. We will be inclusive and provide equal opportunities for all. We apply the highest ethical standards to all our activities and want to

make a positive contribution to the development of a fairer and sustainable world.

We aim to provide an environment that attracts the very best staff and students from all over the world, encourages and facilitates academic endeavour, and provides a supportive atmosphere for the development and sharing of knowledge. We want to be a University in which every member of staff and every student feels valued as an individual. Even as we grow, we want to retain a genuine sense of belonging and community in our departments, colleges, clubs and societies. We particularly value our colleges' support for the cultural, social, academic and personal development of our students. We will play an active role in the City of York, which is central to our identity, and are committed to a mutually supportive relationship with the City and the region.

Guided by these values, we aim to build a University that distinguishes itself in three ways:

Key objective 1: to be a world leader in research, by being sufficiently large to be excellent, resilient and financially sustainable.

Key objective 2: to offer outstanding teaching and learning, by being organised in the most efficient and effective way.

Key objective 3: to offer all our students an outstanding and valuable experience, by working effectively with other organisations and stakeholders.

Sources: Edited extracts from www.samsung.com and the University of York Strategy, www.york.ac.uk

Questions

- 1 Construct short strategy statements covering the goals, scope and advantage of Samsung and the York University. How much do the different private and public sector contexts matter?
 - 2 Construct a strategy statement for your own organisation (university, sports club or employer). What implications might this statement have for your particular course or department?
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